

Appendix-A: Indicative list of Eligible Millet Based Food Products:

S. No.	Product Category	Millet Based Products Covered
1.	Breakfast Cereals & Bars	Muesli & breakfast cereals, puffs, flakes granola, breakfast protein bars
2.	Bakery Products	Millet cookies, Cakes, Rusks
3.	Snacks/RTC & RTE	Noodles, Pasta, chips & crisps, Bread, Papad, Khakhra, Ice creams, extruded snacks, sweet & savory snacks.
4.	Mixes	Dosa, Idli, upma, Pongal & khichdi, Chakli mixes, soup.
5.	RTD Beverages	Millet based Instant Drink Mix (Powdered/ liquid)

Appendix-B: Eligibility Criteria for different Categories of Applicants

Category of Applicants	Minimum Sales of All Food Products in 2020-21 (Rs Crore)
Large Entity	250
MSME	2

Appendix-C: Rates of Incentives on Incremental Sales of Eligible Products

Financial Year	Millet Content more than 15% by weight/ volume
2022-23	10%
2023-24	10%
2024-25	10%
2025-26	9%
2026-27	8%



Appendix-D: Evaluation Criteria - Category of Applicant: Large Entity
The eligible applicants will be evaluated on the following parameters and criteria:

Sl.No.	Parameters	Max. Marks	Criteria	Marks	Supporting Documents required to be submitted by the Applicant
1.	Average of Domestic Sales of all Food Products in last 3 years (FY2018-19 to FY2020-21)	40	More than zero & up to ₹ 100 crore	10	Independent CA Certificate or Statutory Auditor Certificate as per the format given in Annexure 8
			More than ₹ 100 crore & up to ₹ 250 crore	20	
			More than ₹ 250 crore & up to ₹ 500 crore	30	
			More than ₹ 500 crore	40	
2.	Average of Export Sales of all Food Products in last 3 years (FY2018-19 to FY2020-21)	40	More than zero and upto ₹ 50 crore	10	
			More than ₹50 crore & up to ₹ 150 crore	20	
			More than ₹150 crore & up to ₹ 250 crore	30	
			More than ₹250 crore	40	
3.	Average Sale of eligible food products in last 3 years (FY2018-19 to FY2020-21)	20	More than zero & upto ₹ 10 Crore	10	
			More than ₹10 crore & up to ₹ 25 crore	15	
			More than ₹ 25 crore	20	
		100			

Appendix-D: Evaluation Criteria - Category of Applicant: MSME**The eligible applicants will be evaluated on the following parameters and criteria:**

Sl.No.	Parameters	Max. Marks	Criteria	Marks	Supporting Documents required to be submitted by the Applicant
1.	Domestic Sales of all Food Products in Base year FY2020-21	40	More than zero & up to ₹ 5 crore	10	Independent CA Certificate or Statutory Auditor Certificate as per the format given in Annexure 8
			More than ₹ 5 crore & up to ₹ 15 crore	20	
			More than ₹ 15 crore & up to ₹ 25 crore	30	
			More than ₹ 25 crore	40	
2.	Export Sales of all Food Products in Base Year FY2020-21	40	More than zero and upto ₹ 2 crore	10	
			More than ₹ 2 crore & up to ₹ 5 crore	20	
			More than ₹ 5 crore & up to ₹ 10 crore	30	
			More than ₹ 10 crore	40	
3.	Sales of eligible food products in Base year FY2020-21	20	More than zero and upto ₹ 1 crore	10	
			More than ₹ 1 crore & up to ₹ 3 crore	15	
			More than ₹ 3 crore	20	
		100			

